

# ***CHANNEL PLATFORMS GROUP***

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# Intel's Worldwide Platform Groups



MOBILITY



DIGITAL  
HOME



DIGITAL  
ENTERPRISE

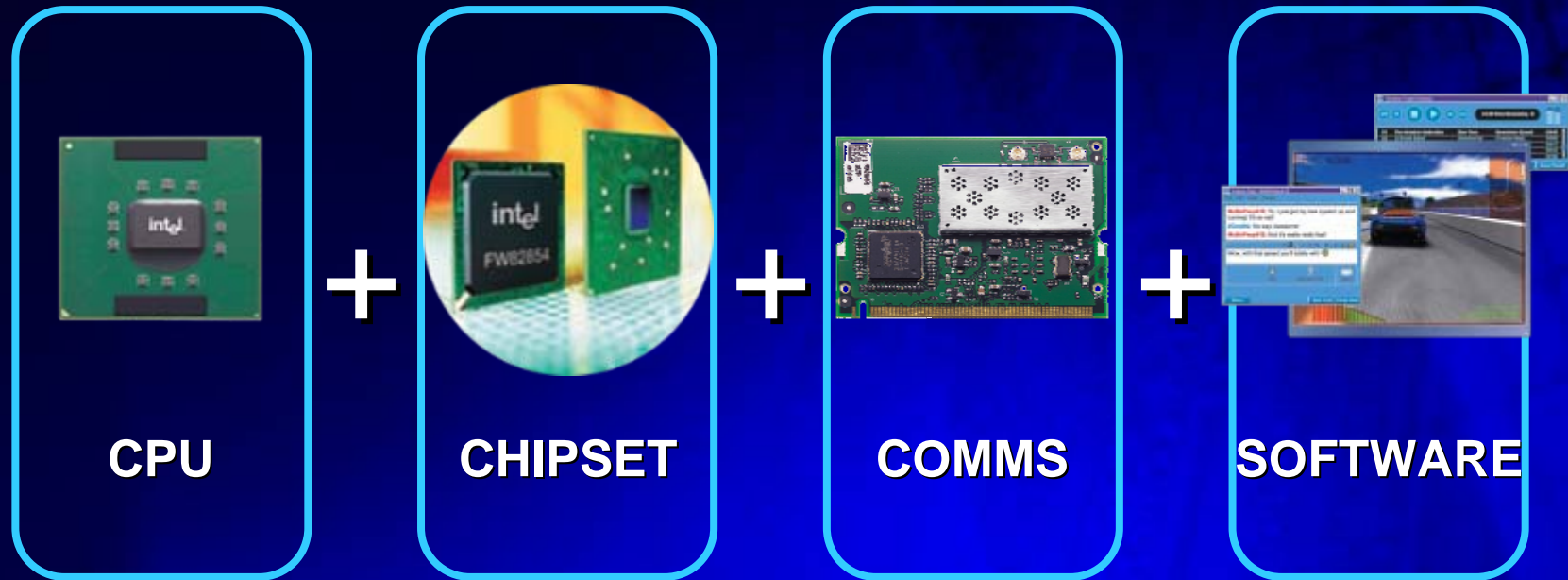


DIGITAL  
HEALTH



CHANNEL  
PLATFORMS

# Intel's Platform Advantage



***Intel provides the breadth & scale required to deliver fully-integrated platform solutions – architected & validated for end-to-end interoperability***



# CPG: A Global Organization

Developed  
in Mature  
Markets

enable  
*cross-pollination  
& technology  
diffusion*

Developed  
in Emerging  
Markets



Standard  
Platform  
Products



Platform  
Development  
for Local  
Needs

## Mission

Accelerate *WW channel growth* through leadership in innovative *business models, platforms, and solutions*

# CPG Organizational Update

- **WW CPG** organization in place and ramping quickly
- On Aug 1 2005, announced that CPG headquarters now **based in Shanghai, PRC**



# CPG Platform Definition Centers

- Define** ...untapped opportunities for growth in EMs
- Develop** ...localized platforms tailored to market needs
- Deliver** ...EM-specific marketing programs to support





# New Channel Platforms

- “Mobile on Desktop” platforms
- Entry-level servers for Small Biz
- Internet café expansion & extension
- Community access PCs

*Platforms developed locally for local markets, but transferable to other Geos*



# CPG Driving “Digital Inclusion”

**Rural segment**  
“Community Computer”



- “Hardened” / **rugged PC platform** designed to withstand harsh climates, rural environments
- Backup power source to overcome **intermittent electricity**
- Focuses on providing **community access** via village Internet kiosks
- Ideal for eGov, telemedicine, education, and community entertainment usage models

*Enabling greater PC access and purchasing options to empower the next 1 billion users*



# Q & A